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Hasbro Announces New TELEPODS and Jenga Gaming Experiences Based on the Upcoming ANGRY BIRDS™ GO!™ Mobile Game From Rovio Entertainment

PAWTUCKET, R.I. - September 24, 2013 - Ready. Set. Go! New this fall, Hasbro, Inc. (NASDAQ: HAS) introduces the ANGRY BIRDS GO! TELEPODS™ and JENGA product lines, launching in support of Rovio Entertainment's highly anticipated ANGRY BIRDS GO!™ mobile game. On the heels of the globally popular ANGRY BIRDS phenomenon, a new ANGRY BIRDS story has come to life with ANGRY BIRDS GO! where the birds and pigs have jumped into karts to battle it out in a calamitous downhill race to the finish.

Initially introduced with Rovio's ANGRY BIRDS *STAR WARS II*® on September 18th this year, the TELEPODS platform allows for a seamless integration of physical characters into the mobile gaming experience. The technology behind the TELEPODS platform allows players to "teleport" their physical ANGRY BIRDS GO™! karts into the digital game using their mobile devices .

Hasbro's ANGRY BIRDS GO! JENGA gaming line offers innovative, face-to-face play based on the mobile game. Kids can take on the villainous pigs with exciting kart racing action, bird-launching fun, and iconic JENGA block toppling action.

Both the ANGRY BIRDS GO! TELEPODS™ and JENGA product lines are available at major retail locations beginning on October 1, 2013, with the mobile game following later. Consumers can check www.Hasbro.com for TELEPODS smart device compatibility beginning on October 1.

The 2013 ANGRY BIRDS™ GO! TELEPODS™ line from Hasbro features the following products:

ANGRY BIRDS™ GO! TELEPODS™ PIG ROCK RACEWAY™ Set
(Approximate Retail Price: $29.99; Age: 5+; Available: Fall 2013)
Race head-to-head to topple the pirate pigs! Slingshot your kart through swinging obstacles and avoid the pigs to be the first to the finish line. Continue the racing action on your mobile device by using the included TELEPODS base to teleport your kart into the new ANGRY BIRDS™ GO! app. Set includes two karts featuring favorite ANGRY BIRDS™ characters, one of which exclusive to this set.

ANGRY BIRDS™ GO! TELEPODS™ DELUXE Multi-Pack
(Approximate Retail Price: $19.99; Age: 5+; Available: Fall 2013)
Make your starting line more exciting by adding five karts to your collection! Race them against each other and then continue the racing action on your mobile device by using the included TELEPODS base to teleport your kart into the new ANGRY BIRDS™ GO! app. Each multi-pack includes two pig-themed racing targets and five karts featuring favorite ANGRY BIRDS™ characters, one of which is exclusive to this set. Each pack sold separately.

ANGRY BIRDS™ GO! TELEPODS™ DUAL LAUNCHER Set
(Approximate Retail Price: $14.99; Age: 5+; Available: Fall 2013)
Birds and pigs start your slingshots! With the DUAL LAUNCHER Set you can send your karts racing towards the included target. Continue the racing action on your mobile device by using the included TELEPODS base to teleport your kart into the new ANGRY BIRDS™ GO! app. Set includes one exclusive kart featuring a favorite ANGRY BIRDS™ character.

ANGRY BIRDS™ GO! TELEPODS™ Multi-Pack

(Approximate Retail Price: $9.99; Age: 5+; Available: Fall 2013)
Cross the finish line in style with two new karts for your collection! Race them against each other and then continue the racing action on your mobile device by using the included TELEPODS base to teleport your kart into the new ANGRY BIRDS™ GO! app. Each multi-pack includes two pig-themed racing targets and two karts featuring favorite ANGRY BIRDS™ characters, one of which is exclusive to this set. Each pack sold separately.

ANGRY BIRDS™ GO! TELEPODS™ KART Pack
(Approximate Retail Price: $4.99; Age: 5+; Available: Fall 2013)
Collect your favorite ANGRY BIRDS characters and their unique karts with these single-packed racers. These packs are a great way to start your to the ANGRY BIRDS™ GO! TELEPODS™ collection! Race them against each other and then continue the racing action on your mobile device by using the included TELEPODS base to teleport your kart into the new ANGRY BIRDS™ GO! app! Each pack sold separately.

The fall 2013 ANGRY BIRDS™ GO! Gaming line from Hasbro features the following products:

ANGRY BIRDS™ GO! JENGA® PIRATE PIG ATTACK™ GAME
Age: 8+; Players: 1-2; Available: Fall 2013; Approximate Retail Price: $29.99
Set sail as you battle pirate pigs in the new ANGRY BIRDS GO! JENGA PIRATE PIG ATTACK GAME. Race head to head against your rival to destroy the pirate ship! Slingshot your kart down the slope to capture the victory flag and take down the pirate pigs. Players can also unlock ANGRY BIRDS GO! in-app content with a special code in each pack.

ANGRY BIRDS™ GO! JENGA® TROPHY CUP CHALLENGE™ GAME
Age: 6+; Players: 1-2; Available: Fall 2013; Approximate Retail Price: $19.99
Get ready for some serious racing as you battle for the cup in ANGRY BIRDS GO! JENGA TROPHY CUP CHALLENGE. Launch your kart into the Trophy Cup to take on the pigs. Players can also unlock ANGRY BIRDS GO! in-app content with a special code in each pack.

ANGRY BIRDS™ GO! JENGA® TOWER KNOCKDOWN™ GAME
Age: 6+; Players: 1-2; Available: Fall 2013; Approximate Retail Price: $14.99
Stack up your tower in the new ANGRY BIRDS GO! JENGA TOWER KNOCKDOWN GAME. Send your kart flying to knock down the tower and capture the pigs. Players can also unlock ANGRY BIRDS GO! in-app content with a special code in each pack.

ANGRY BIRDS™ GO! JENGA® ROWDY RACERS™ GAME
Age: 6+; Players: 1+; Available: Fall 2013; Approximate Retail Price: $9.99
Collect all six ANGRY BIRDS GO! JENGA ROWDY RACERS characters to use throughout the ANGRY BIRDS GO! JENGA line. Each collectible character comes with its own kart, launcher and JENGA blocks to send the kart crashing! Players can also unlock ANGRY BIRDS GO! in-app content with a special code in each pack.

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About Hasbro, Inc.
Hasbro, Inc. (NASDAQ: HAS) is a branded play company dedicated to fulfilling the fundamental need for play for children and families through the creative expression of the Company's world class brand portfolio, including TRANSFORMERS, MONOPOLY, PLAY-DOH, MY LITTLE PONY, MAGIC: THE GATHERING, NERF and LITTLEST PET SHOP. From toys and games, to television programming, motion pictures, digital gaming and a comprehensive licensing program, Hasbro strives to delight its global customers with innovative play and entertainment experiences, in a variety of forms and formats, anytime and anywhere. The Company's Hasbro Studios develops and produces television programming for more than 170 markets around the world, and for the U.S. on Hub Network, part of a multi-platform joint venture between Hasbro and Discovery Communications (NASDAQ: DISCA, DISCB, DISCK). Through the company's deep commitment to corporate social responsibility, including philanthropy, Hasbro is helping to build a safe and sustainable world for future generations and to positively impact the lives of millions of children and families every year. It has been recognized for its efforts by being named one of the "World's Most Ethical Companies" and is ranked as one of Corporate Responsibility Magazine's "100 Best Corporate Citizens." Learn more at www.hasbro.com.

About Rovio Entertainment:
Rovio Entertainment Ltd is an industry-changing entertainment media company headquartered in Finland, and the creator of the globally successful Angry Birds™ characters franchise. Angry Birds, a casual puzzle game, became an international phenomenon within a few months of its release. Angry Birds has expanded rapidly into multifaceted entertainment, publishing, and licensing to become a beloved international brand. Rovio's animated Angry Birds feature film is slated for July 1, 2016.
www.rovio.com

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